

**REMARKS**

Claims 1-30 and 38-61 are pending. Applicant amends claim 56 herein.

The Examiner rejected claims 1-6, 9-19, 22-30, and 38-61 under 35 U.S.C. § 103(a) over the combination of Rorex (U.S. Patent No. 6,876,997) with Reisman (U.S. Patent No. 7,062,561) and claims 7-8 and 20-21 under 35 U.S.C. § 103(a) over the combination of Rorex with Reisman and Barsness (U.S. Publication No. 2003/0028441).

Each of applicant's claims includes storing previously submitted queries. Claims 1-30 and 56-61 recite "storing a plurality of previously submitted queries." Claims 38-55 recite "a popularity-based query table containing previously submitted queries." The Examiner acknowledges that Rorex does not teach storing previously submitted queries, and relies upon Reisman for this teaching. Office Action, July 16, 2007, p. 3. However, Reisman also does not disclose storing previously submitted queries. Instead, Reisman describes storing feedback and other statistics related to query results, rather than storing previously submitted queries. For example, Reisman describes, "[t]he database 6 contains, among other things, indexes and feedback information gathered from previous queries." Users provide feedback on the query results after the results are received in response to a query. Nowhere does Reisman describe storing previously submitted queries or, as applicant's claims further include, using the stored previously submitted queries later. For example, claim 1 recites "resubmitting the selected previously submitted query to a product search engine to identify a product that is related to the web page." Reisman does not teach or suggest storing previously submitted queries, and indeed would have no motivation for doing so as it does not serve the stated purpose of Reisman of improving query results: "[t]he feedback provided will improve the results offered by positively weighting results preferred by users, so that, over time, more accurate results can be obtained." Reisman, col. 15:31-34. Barsness, relied upon by the Examiner for disclosing instant messaging and web logs, also fails to disclose storing previously submitted queries. Therefore, applicant's claims are patentable over the combinations of

Rorex with Reisman and Barsness. Accordingly, applicant respectfully requests that this rejection be withdrawn.

In addition, some of applicant's claims further recite that the stored previously submitted queries each have a popularity that is used to select a previously submitted query. For example, claims 1-10 and 61 recite "each query having a popularity" and "selecting an identified previously submitted query based on its popularity." Claims 11-25 recite "each previously submitted query having a popularity" and "selecting a product that matches the identified previously submitted query as the product to be associated with the content." Claims 38-46 recite "indications of the popularity of the queries among users" and "a component that selects an identified previously submitted query based on its popularity." None of the sections cited by the Examiner of Rorex, Reisman, or Barsness teach or suggest stored previously submitted queries having a popularity or selecting a stored previously submitted query based on the popularity. Therefore, these claims are patentable for this additional reason.

Based upon these remarks, applicant respectfully requests reconsideration of this application and its early allowance. If the Examiner has any questions or believes a telephone conference would expedite prosecution of this application, the Examiner is encouraged to call the undersigned at (206) 359-3265.

Applicant believes all required fees are being paid in connection with this response. However, if an additional fee is due, please charge our Deposit Account No. 50-0665, under Order No. 249768071US from which the undersigned is authorized to draw.

Dated:

1/10/2008

Respectfully submitted,

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